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11	IN THE UNITED STA	TES DISTRICT COURT
12	FOR THE CENTRAL DI	STRICT OF CALIFORNIA
13		CASE NO: 8:19-cv-00082-JLS-KES
14	TP-LINK USA CORPORATION,	CHELING. C.19 CV COUCE VES TRES
15	Plaintiff, v.	
16	,,	CAREFUL SHOPPER'S BRIEF IN
17	ADAM & SORA STARKE,	OPPOSITION TO TP-LINK'S NOTICE OF MOTION AND
18	Defendants, and	MOTION TO FIX ATTORNEYS
19	CAREFUL SHOPPER, LLC, et al.	FEES AND COSTS IN
20	Defendant-Counterclaimant- Third-Party Plaintiff,	CONNECTION WITH MOTION TO STRIKE (ECF 92)
21	Timu-i arty i iamtiii,	
22	V.	[Filed concurrently with Declaration of Mark Schlachet]
	TP-LINK NORTH AMERICA INC,	
23	and	Hearing Date: TBD
24	AUCTION BROTHERS, INC. dba AMAZZIA,	Hearing Time: TBD
25	Third-Party Defendants.	Courtroom: 10A
26		Complaint filed: January 15. 2019
27		
28		
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### I. OVERVIEW

Careful Shopper originally brought suit against TP-Link in the Eastern

District of New York on May 22, 2018. *Careful Shopper*, *LLC v. TP-Link USA Corp., et al.*, No. 1:18-cv-03019-RJD-RML (E.D.N.Y. 2018). TP-Link then initiated the instant action on January 15, 2019, joining Careful Shopper's managing member and his wife (the "Starke defendants") along with Careful Shopper itself. The parties filed their joint Rule 26(f) Report on November 1, 2019 (ECF 34). Careful Shopper contributed: "Consideration of Anticipated Counterclaims in Case

Management."(*Id.* at p. 6). Thus advised, TP-Link responded: "[i]f Defendants file any counterclaims, Plaintiff may file a motion to dismiss," (*Id.* at p. 8) but TP-Link did not disclose any contemplation of filing an anti-SLAPP motion.

Had TP-Link disclosed a contemplated anti-SLAPP motion, the litigation would have taken far less resource-intensive directions. Discovery would have been stayed because "denying a stay would risk defeating the purpose of anti-SLAPP immunity." *Mireskandari v. Daily Mail*, 2013 U.S. Dist. LEXIS 199145, at \*8 (C.D. Cal. Jan. 14, 2013). As shown above, Careful Shopper *did* disclose its intent to file the counterclaims in the Rule 26(f) Report; and TP-Link *did* report therein its intent to file a motion to dismiss. Why didn't TP-Link also disclose November 1, 2019 that it *may* file an anti-SLAPP motion, importing a stay of discovery? Or on November 12, 2019 when it was served with the counterclaims?

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1	Careful Shopper filed its Answer and Counterclaims/Third Party Complaint
2 3	on November 12, 2019. Defendants Starke answered the complaint but <i>did not</i>
4	counterclaim or third-party complain against TP-Link or Amazzia. Hence,
5	defendants Starke may <i>not</i> be held liable for anti-SLAPP attorney fees. Cf.
6	Lightbourne v. Printroom Inc., No. SACV 13-876-JLS (RNBx), 2015 U.S. Dist.
8	LEXIS 193034, at *26-27 (C.D. Cal. Dec. 10, 2015). <sup>2</sup>
9	The parties served Rule 34 Requests on or about November 18, 2019. TP-
10 11	Link did not disclose its intent to file an anti-SLAPP motion until December 19,
12	2019. TP-Link did not indicate to Careful Shopper, at any time prior to January 7,
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15	<sup>1</sup> TP-Link's Motion to Strike and/or Dismiss was addressed only to Careful Shopper. The first sentence of its supporting memorandum reads: "Careful
16	Shopper's Amended Counterclaims and Third-Party Complaint ("ACC"), ECF No. 54, seek damages for TP-Link USA Corporation and TP-Link North America, Inc.'s
17 18	(together, "TP-Link") exercise of their constitutionally and statutorily protected rights." See ECF 62 at p.1. This single mention of defendants Starke merely recites
19	their role as defendants in the underlying complaint. <i>Id</i> .
20	<sup>2</sup> The court, we believe inadvertently, identified defendants Starke as counterclaimants in ECF 82, p.1: "[b]efore the Court is Plaintiff and Counter
21	Defendant TP Link's Motion to Strike or Dismiss the counterclaims asserted by Defendants and Counterclaimants Careful Shopper, LLC, Sora Starke, and Adam
22   23	Starke." And at <i>id.</i> , p.6n.6 the court stated: "For the purposes of this Motion, Defendants and Counterclaimants Careful Shopper, LLC, Sora Starke, and Adam
24	Starke stand in the proverbial "shoes" of a plaintiff asserting claims challenged via an anti-SLAPP motion." TP-Link has submitted a proposed order which embraces
25	defendants Starke, contrary to what we believe would be the court's intent, now
26	having been advised of the apparent inadvertence.
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2020, any interest is staying discovery. By that time Careful Shopper had produced 12,717 documents, a privilege log, and numerous proposed protective orders.

During dozens of substantive interactions, no indication of an anti-SLAPP motion.

On January 17, 2020 TP-Link filed its Motion to Strike and/or Dismiss. ECF 62. The court in ECF 82 struck Careful Shopper's state law counterclaims and granted TP-Link leave to file an application for compensation. On April 20, 2020 TP-Link filed its application for \$122,849.50 covering all (non-antitrust related) hours in the case since November 12, 2019.

It is Careful Shopper's strong belief that the instant fee application for \$122,849.50 runs afoul of *Mireskandari v. Daily Mail Gen. Tr. PLC*, 2014 U.S. Dist. LEXIS 201202, at \*7 (C.D. Cal. 2014)("counsel may not leverage the statute to obtain an 'unjust' award. *Serrano v. Unruh*, 32 Cal.3d 621, 635, 186 Cal. Rptr. 754, 652 P.2d 985 (1982))." TP-Link in our view—as we will attempt to establish—executed a strategy of scorched earth,<sup>3</sup> maximum litigation, rendering at

<sup>&</sup>lt;sup>3</sup> TP-Link counsel has threatened Rule 11 and other sanctions no fewer than 10 times in this litigation. One episode, which TP-Link mischaracterizes at Mem. (ECF 92) p.5, saw TP-Link confrontationally threaten Local Counsel James Shah that it, TP-Link, would advise Judge Staton that such local counsel was taking *his client* Careful Shopper's position that relevancy objections to Rule 34 requests are waived if not timely raised. This is what TP-Link now represents to the court as undersigned's "positions so far outside what is considered appropriate." Undersigned was and is correct, i.e. in Judge Staton's and Magistrate-Judge Scott's courtrooms, unraised objections (aside from privilege) are waived. See *Richmark Corp. v. Timber Falling Consultants*, 959 F.2d 1468, 1473 (9th Cir. 1992); *Okada v. Whitehead*, No. 8:15-cv-01449-JLS-KESx, 2017 U.S. Dist. LEXIS 169147, at \*6

most \$16,333.20 of its fee application compensable.

## II. TP-LINK/AMAZZIA'S ANTI-SLAPP MOTION AND PROCEEDINGS THEREON

### A. Making a Prima Facie Showing

In its brief in support of the anti-SLAPP privilege, TP-Link/Amazzia argued that the moving party's burden is "only to make a prima facie showing of protected activity, which is 'not an onerous one." ECF 62 at p. 6. Part of that burden was to demonstrate a "contemplated litigation in good faith and under serious consideration." The same or similar requirement obtains as to the California Litigation Privilege. *Edwards v. Centex Real Estate Corp.*, 53 Cal. App. 4th 15, 34-35, 61 Cal. Rptr. 2d 518, 530 (1997).

TP-Link/Amazzia's non-onerous showing was based in critical measure upon TP-Link counsel's representation that "[a]t-issue pre-suit communications with Amazon were unquestionably in furtherance of TP-Link's litigation conduct." ECF 62 at p. 10. This was the only support in ECF 62 or ECF 78 addressing the

<sup>(</sup>C.D. Cal., 2017) The rule applies specifically to relevancy objections. *Keith H. v. Long Beach Unified Sch. Dist.*, 228 F.R.D. 652, 657 (C.D. Cal. 2005); *Safeco Ins. Co. of America v. Rawstrom*, 183 F.R.D. 668, 671-72 (C.D. Cal. 1998). TP-Link doggedly insisted on raising, and directing discussion to, relevance objections for the first time at the Local Rule 7-3 conference. Mr. Shaw became unnerved when threatened with an ill-founded assault on his and his firm's reputation and credibility.

<sup>&</sup>lt;sup>4</sup> *P6 LA MF Holdings SPE, LLC v. Shekhter*, 2017 U.S. Dist. LEXIS 220299, at \*38 (C.D. Cal. 2017); *Dickinson v. Cosby*, 17 Cal. App. 5th 655, 683, 225 Cal. Rptr. 3d 430, 455 (2017).

"litigation conduct" prerequisite to "protected activity." <sup>5</sup> This court expressed an uneasiness in that the "exact language of those communications is not in the record." ECF 82 at p. 12. The court nevertheless found that TP-Link/Amazzia had made their *prima facie* showing for "protected activity," we believe, based materially upon a position of counsel not warranted under existing law.

### B. Careful Shopper's Efforts to Secure the At-Issue Communications

Careful Shopper commenced discovery on or about November 18, 2019, following the Rule 26(f) conference, requesting "[a]ll documents from Amazzia concerning the reporting of non-complaint sellers to Amazon." TP-Link responded: "TP-Link objects to this Request as vague, overbroad, unduly burdensome, and ambiguous, especially in its use of the phrase "concerning the reporting of noncompliant sellers to Amazon." Careful Shopper also requested "[a]ll documents concerning the IP Complaints lodged with Amazon on or about March 31, 2018 and April 9, 2018 with the following complaint ID numbers: 1574766671, 1574766551, and 1594857291." TP-Link responded as follows: "TP-Link objects to this Request

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<sup>&</sup>lt;sup>5</sup> Counsel's representations can play an important role in judicial decision-making. The Supreme Court relies upon them on occasion. See Frisby v. Schultz, 487 U.S. 474, 490, 108 S. Ct. 2495, 2505 (1988)(" The Court endorses a narrow construction of the ordinance by relying on the town counsel's representations.") See Dynabursky v. Alliedbarton Sec. Servs., LP, No. SACV 12-2210-JLS (RNBx), 2016 U.S. Dist. LEXIS 194274, at \*23 (C.D. Cal. Aug. 15, 2016)("Based on Class Counsel's representations, and in light of the size of the class . . . the Court concludes . . . . ").

as vague, overbroad, unduly burdensome, and ambiguous, especially in its use of the phrase "[a]ll documents concerning the IP Complaints lodged with Amazon." TP-Link produced zero responsive documents As stipulated in ECF 66, p.5: "Careful Shopper [promptly began] the process to compel discovery responses from TP-Link under Local Rule 37."

### C. A Surprise Witness

Subsequent to this court's anti-SLAPP ruling on March 23, 2020 (ECF 82), Careful Shopper learned of the March 6, 2020 transcript of William Fikhman. See Deposition of William Fikhman in *Solu-Med, Inc. v. Youngblood Skin Care Products, Inc.*, Case No. 19-cv-60487 (S.D. FL) at ECF 107-1 (referred to as "F. Dep." and annexed hereto in relevant part as Exhibit 1 ). See S. Dec. at ¶3. Mr. Fikhman was deposed as the Amazzia "person most knowledgeable" on December 10, 2019. F. Dep. at 9:14-25.

Mr. Fikhman identified and authenticated a certain writing (Exhibit 2 hereto, see S. Dec. at ¶4), as "verbiage that may have been used when we submit a complaint to Amazon." See F. Dep. at 86:13-87:8. Mr. Fikhman affirmed that Amazzia created the language. *Id.* at 88:7-11. This was the first discovery of actual IP counterfeit complaint language utilized by Amazzia. Mr. Fikhman also testified that "all of our reporting processes are actually very methodical and organized and strategic" (*Id.* at 54:5-6) This verbiage was used during the 2018 timeframe at suit.

See *Thimes*, cited *infra*, at ECF 102-1, p.3 at ¶4. This language does not evidence—does not hint at-- "contemplated litigation in good faith and under serious consideration."

It is unlikely that the communications for which TP-Link/Amazzia sought anti-SLAPP/California Litigation Privilege protection herein were not identical or similar to the above-quoted Amazzia language sent to Amazon vis-à-vis Youngblood Skin Care Products. As Mr. Fikhman testified: Amazzia reporting was "methodical and organized and strategic." We annex the relevant document as Exhibit 2.

Mr. Fikhman would later, on March 30, 2020, file a wholly inconsistent declaration before Judge Anderson in the related litigation of *Thimes Solutions, Inc.* v. TP-Link USA Corporation, et al, Case 2:19-cv-10374-PA-E, ECF 101-2, Exhibit 3 hereto. See ECF 88 at p.2n.2. Importantly, neither Amazzia's real time, recorded 2018 language nor its newfound, recollected "bundle of rights" language, contains a hint of contemplated litigation, let alone good faith contemplation of litigation. Two sets of verbiage without a hint of litigation.

When a "surprise witness" such as Mr. Fikhman contradicted counsel's representations, "the appropriate sanction was to exclude that testimony." *Taylor v. Illinois*, 484 U.S. 400, 401, 108 S. Ct. 646, 649 (1988). By excluding TP-Link counsel's "litigation conduct" representation here, TP-Link/Amazzia's argument for

good faith contemplation of litigation fails the *prima facie* test. By failing the *prima facie* test TP-Link, in all equity, is not entitled to be compensated as the prevailing anti-SLAPP movant. See Motion for Reconsideration, ECF 88.

It was fundamentally unfair for TP-Link and Amazzia, a co-movant, to withhold its "verbiage that may have been used when we submit a complaint to Amazon." Arguments and representations to achieve unjust results were made feasible because discovery obligations were trampled and this court's Local Rules were weaponized. The privilege was used 'both as a sword and a shield." *Bittaker*, 331 F.3d at 719 (quoting *Chevron Corp. v. Pennzoil Co.*, 974 F.2d 1156, 1162 (9th Cir. 1992). *Cf. Adkins v. Wells Fargo Bank, N.A.*, 2011 U.S. Dist. LEXIS 170001, at \*4 (C.D. Cal. 2011) ("The Court is particularly troubled . . . .")

### D. "Special Circumstances" Can Reduce or Eliminate Compensation

It is well-established that "[t]o the extent a trial court is concerned that a particular award is excessive, it has broad discretion to adjust the fee downward or deny an unreasonable fee altogether." *Ketchum v. Moses*, 24 Cal. 4th 1122, 1138, 104 Cal. Rptr. 2d 377, 17 P.3d 735 (2001). California law recognizes "special circumstances" warranting the reduction or denial of even mandatory, statutory attorney fees. *In re Taco Bell Wage & Hour Actions*, 222 F. Supp. 3d 813, 830 (E.D.

<sup>&</sup>lt;sup>6</sup> Under Rule 3.1(a)(2) of the California Rules of Professional Conduct a lawyer is prohibited from "present[ing] a claim or defense in litigation that is not warranted under existing law." It appears (see *Neeville, Sparrow* and Exhibit 2 hereto) that the "litigation activity" representation was not warranted by existing law.

1 Cal. 2016).

2 TP-Link pursued a coherent strategy to proliferate as much litigation as 3 possible until the deadline to the anti-SLAPP motion drew near. TP-Link concealed 4 5 its intent to bring an anti-SLAPP motion in the Rule 26(f) report, thereby fomenting 6 discovery and the full implementation of Local Rule 37 procedures, unnecessarily spent approximately 43.7 hours in "litigating" a motion to stay discovery (see 8 9 below), and waited until the clock had run for 48 days (from November 1-December 10 19) to announce its contemplation of an anti-SLAPP initiative. 11

## III. THE REVELATIONS FROM MR. FIKHMAN'S DEPOSITION PRESENT A "SPECIAL CIRCUMSTANCE" PER KETCHUM

Worst of all in TP-Link's high-powered arsenal was the representation to this court that the "at-issue pre-suit communications with Amazon were unquestionably in furtherance of TP-Link's litigation conduct." That representation was false, pivotal, and demands accountability. It had no place in TP-Link/Amazzia's brief.

The instant case is similar to Leavitt v. Int'l Paper Co., 2015 U.S. Dist.

LEXIS 6924, at \*7 (C.D. Cal. 2015), a Rule 11 case, where counsel's false

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<sup>7</sup> When this case was ripe for Rule 26(f) conference, TP-Link surprisingly sought to avoid an actual conference, deferring to an exchange of case management documents. The assigned reason for this departure from rule was: "[w]e want to avoid a repeat of our previous conferences, which have been little more than Careful Shopper spending an unreasonable amount of time pressing irrelevant and/or legally dubious positions." Undersigned responded on October 27<sup>th</sup>: "I would not dare appear before Judge Staton not having personally conferred." And so it was... but

with no mention of a contemplated anti-SLAPP motion.

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representation to the court drew the following language from Judge Otis Wright II: "[n]ot only is counsel's representation false, but the request for sanctions only adds to the egregious nature of the motion." TP-Link/Amazzia's stated position ("unquestionably in furtherance of litigation conduct") is contradicted by Mr. Fikhman's subsequent testimony and TP-Link now magnifies the egregiousness of its misrepresentation by seeking fees for all hours in the case since November 12, 2019. TP-Link accepts no responsibility.

### IV. UNNECESSARY & UNREASONABLE

### A. Case in Point: TP-Link's Unnecessary Stay Motion

Upon December 19, 2019 notice to Careful Shopper of an anticipated anti-SLAPP motion, Careful Shopper counsel had a knee-jerk reaction, that same day, that discovery must continue. TP-Link uses that day's knee-jerk reaction to argue that Careful Shopper is responsible for wasteful litigation respecting which TP-Link seeks compensation. But the question is not what undersigned exclaimed in utter surprise on 19 December; rather, the question is why TP-Link waited until December 19<sup>th</sup> to disclose a coming anti-SLAPP motion; until January 7<sup>th</sup> to half-heartedly suggest a stay motion; and until January 21, 2020 to state an intent in earnest to file a stay motion. If TP-Link viewed counsel's knee-jerk as a genuine statement of position . . . why did it not immediately demand a Local Rule 7-3 conference on the issue, on December 19<sup>th</sup>, and communicate its grounds for a stay?

Jan 22, 2020

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follows:

I have done some poking around into motions to stay discovery in the CDCA. It does appear that TP-Link has substantial grounds to obtain a stay. Let's work this one out and not put you, us or the court to needless expense.

As the court can see, Careful Shopper ascertained within 18 minutes, "first thing in the morning," that the parties should jointly seek a stay of discovery proceedings and so advised TP-Link counsel within minutes thereafter. Unfortunately, TP-Link had done a great deal of unnecessary work on a Motion to Stay, from January 7-9, 2020, 10.4 hours *before* ever mentioning a stay motion, and then for three days from January 19-21, 2020, before advising undersigned of its *intent* to file such a motion. Incredibly, TP-Link seeks compensation for preparing a motion to stay discovery for 43.7 hours-- \$17,767.50.

Staggering! Indeed, 10.4 hours were expended before even requesting a Local Rule 7-3 conference. Whereas Careful Shopper was able to identify four (4) cases of decisive import in 18 minutes to *avoid* needless expense, TP-Link spent 10.4 hours of definitive research, from what appears, preparatory to *incurring* needless expense. There was no emergency requiring extensive pre-motion research before "thorough" discussion of "contemplation," as specified in Local Rule 7-3. And, manifestly contrary to Local Rule 7-3, TP-Link did not use the fruits of 10.4 research hours to "thoroughly discuss" its contemplated stay motion in the disingenuous conference of January 9th.

Although TP-Link counsel references a "discussion" of a possible stay motion during a Rule 7-3 conference initially set solely for a discovery matter on January 9<sup>th</sup>, the "discussion" was nothing more than a brief mention, at most initiating a conversation. TP-Link also placed on agenda a Rule 11 Motion discussion in the Rule 7-3 conference, which motion was never warranted or filed. The matter of a discovery stay was not "thoroughly" discussed, and much of such a motion's "substance" was not revealed, contrary to Local Rule 7-3. We recall that the "discussion" was not left in anything resembling a final decisional mode. As demonstrated on January 21-22, 2020, undersigned would not refuse to cooperate in a stay given reasonable notice of intended motion practice and citation of relevant legal support, subject to due diligence as to the court's customary view of staying discovery proceedings. TP-Link not infrequently suggests courses of conduct, conspicuously omitting to provide Careful Shopper with good cause to cooperate.

During the period of January 9-22, 2020 undersigned counsel was in almost daily email contact with TP-Link counsel. Almost all contact related to intensive discovery efforts which TP-Link never resisted on the basis of an impending stay motion. As all know, Careful Shopper could cease discovery efforts only at considerable peril in Judge Staton's or Magistrate-Judge Scott's courtroom, unless and until discovery is actually stayed. Despite frequent interactions TP-Link counsel never mentioned the stay issue . . . not once. From the January 9 Local Rule 7-3

conference (after already expending 10.4 hours on the task), TP-Link had 10 days to follow up, if it was interested, on its suggestion of a stay, i.e. *before* spending an additional roughly 33 hours finally drafting the motion for stay. Instead, TP-Link allowed the process to wind out, day after day. This is a "special circumstance" under *Ketchum, supra*.

### **B.** Discussion of TP-Link's Fee Application

### 1. Applicable Law

The starting point for determining an award of attorneys' fees under §425.16(c) is calculation of the "lodestar" amount, i.e., the product of the "number of hours reasonably expended multiplied by the reasonable hourly rate." *Ketchum*, 24 Cal.4th at 1134; see id. at 1135-36. Mireskandari v. Daily Mail Gen. Tr. PLC, 2014 U.S. Dist. LEXIS 201202, at \*33-36 (C.D. Cal. 2014). Lodestar may be adjusted for the novelty and difficulty, skill displayed, preclusion of other employment, and contingency of payment, inter alia. The purpose of such adjustment is to fix a fee at the fair market value for the particular action. "It is the burden of the challenging party to point to the specific items challenged, with a sufficient argument and citations to the evidence." Premier Medical Mgmt. Systems, Inc. v. Cal. Ins. Guarantee Ass'n, 163 Cal. App. 4th 550, 564, 77 Cal. Rptr. 3d 695 (2008); Sentinel Offender Servs., LLC v. G4S Secure Sols. United States, Inc., 2017 U.S. Dist. LEXIS 181958, at \*21 (C.D. Cal. 2017).

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### 2. Scope of Compensability

An award of fees is broadly discretionary. Recent cases set the scope of prevailing anti-SLAPP movant fees at the reasonable and necessary services incidental to the anti-SLAPP motion itself. Noteworthy here, there was no hearing, oral argument or other necessary services beyond TP-Link's preparation of a non-novel, straightforward motion to strike and/or dismiss. "The fees awarded should encompass all proceedings directly related to defendants' special motion to strike . . . ." *Mireskandari, supra* 2014 U.S. Dist. LEXIS 201202 at \*2, 2014 WL 12586434, at \*4 (C.D. Cal. 2014); *Grant & Eisenhofer, P.A. v. Brown*, 2018 U.S. Dist. LEXIS 227454, at \*2-3 (C.D. Cal. 2018).

TP-Link cites (Mem. at 8) *Graham-Sult v. Clainos*, 756 F.3d 724 (9th Cir. Feb. 5, 2014) as illustrating "the broad scope of fees awarded under CCP § 425.16(c)(1)." Undisclosed by TP-Link, upon "subsequent indication from the California courts that [the Ninth Circuit's] interpretation [in *Graham-Sult v. Clainos*] was incorrect," the Ninth Circuit reversed itself, to wit: "[i]n *Graham-Sult v. Clainos*, 756 F.3d 724, 752 (9th Cir. 2014), we affirmed a fee award under California's anti-SLAPP statute that included fees for time that the defendants' lawyers spent "not exclusively in pursuit of the anti-SLAPP motion," such as hours 'spent on the motion to dismiss.' But a more recent California case undermines *Graham-Sult* and guides us here." *Century Sur. Co. v. Prince*, 782 F.

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App'x 553, 558 (9th Cir. 2019).

Exemplative applications of the applicable scope of compensability include *Fitbit, supra,* which this court found analogous, where the court awarded \$10,000, opining that 13 hours was an appropriate timeframe to prepare and present a relatively straightforward anti-SLAPP motion. 2018 U.S. Dist. LEXIS 2402, at \*26. In *Sparling v. Bank of Am. Bus. Lending Servs.*, 2018 U.S. Dist. LEXIS 226087, at \*8-9 (C.D. Cal. 2018) the court awarded \$5,838. Again, even where fee numbers are significantly greater than \$10,000, petitioning counsel sought fees only for work directly related to the special motion to strike.

In *Kajeet, Inc. v. Qustodio, LLC*, 2019 U.S. Dist. LEXIS 228068 \*12 (C.D. Cal. 2019) Judge Kronstadt adjudicated an application for 191.9 hours seeking \$90,552.10. A small allowance was made for local counsel, but the court denied compensation for more than two (2) lawyers on the preparation of the special motion and reply to opposition. The award was \$27,030. Noteworthy, no fees were sought for services exceeding in scope the preparation of and reply on the anti-SLAPP motion itself. In *Christie v. Lester*, 2015 U.S. Dist. LEXIS 189810 at \*7 (C.D. Cal. 2015), Judge Klausner opined as to anti-SLAPP litigation, including a hearing, "previous cases have determined 50 hours to be reasonable for anti-SLAPP litigation. *Maughan*, 143 Cal. App. 4th at 1249."

TP-Link's request for compensation of \$122,849.50 for substantially all hours

spent on the case from November 12, 2019 calls to mind the words of Judge Margaret M. Marrow: "[a] fee request that appears unreasonably inflated is a special circumstance permitting the trial court to reduce the award or deny one altogether.' *Ketchum*, 24 Cal.4th at 1137." *Mireskandari, supra* at 2014 U.S. Dist. LEXIS 201202, at \*7.

### 3. Critique of TP-Link Timesheet (ECF 92-1)

TP-Link seeks compensation at this time for its initial review of and research the state law counterclaims on November 12, 2019 (1.8 HFA), 11/13 research of those counterclaims (1.3), 11/13 "strategize vis-à-vis those counterclaims (1.5 HFA, 2.5 PC, 1.5 OHT), 11/14 confer re potential defenses (HFA .6). None of this work (heavily block billed) would seem compensable. It is the anti-SLAPP motion –not the case—that is compensable. Contrary to *Kajeet, supra*, TP-Link seeks compensation for three (3) attorneys on all major task areas, routinely duplicative tasks, and with no indication in the timesheet of a need beyond two (2) attorneys on any aspect of the anti-SLAPP motion. Three attorneys per task was the routine.

Discovery is non-compensable as unrelated to the anti-SLAPP motion.<sup>8</sup>

Discovery is not compensable because it is not directly related to the anti-SLAPP

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<sup>&</sup>lt;sup>8</sup> For example, discovery hours were billed on 11/21,24 (.9), 25 (.4), 26 (.2), 12/1 (.2), 12/12 (4.0), 12/13 (3.9)(1.4), 12/15 (.7), 12/16 (.3), 12/19 (3.5), 12/20 (1.0 + 1.7 [block billed]), 12/22 (1.1), 12/24 (1.8). This cycle would repeat itself when discovery deadlines and responses to deficient discovery responses presented themselves. E.g. from 1/13/20 to 1/20/20 TP-Link logged approximately 13.3 hours of discovery related matters for which it seeks compensation.

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motion. E.g., *Mireskandari*, *Grant & Eisenhofer*, *Christie supra*. TP-Link labels
Careful Shopper's discovery efforts as "relentless" in an effort evoke undeserved
sympathy and to be compensated therefore; but a high level of diligence, i.e.
"relentlessness" per TP-Link, must be demonstrable under Judge Staton's Procedure
No 17. Careful Shopper sought to use every day so as not to be later criticized.

Duplicative and excessive hours are also presented for compensation. For

example, PC and OHT spent four (4) hours on 11/13/19 strategizing to implement a SLAPP initiative; and then, on 11/14/19, HFA shows .6 hours for "potential defenses", OHT shows 4.0 for anti-SLAPP research, and PC shows 3.3 hours for anti-SLAPP research and another .6 for team strategizing . . .12.5 hours to begin the SLAPP initiative with overlapping research and strategy sessions amongst three (3) lawyers. On 12/15 OHT shows further anti-SLAPP research (2.5) in a block billed entry that includes the CA litigation privilege, while on 11/17 additional SLAPP research of HFA is executed, i.e. the 3d lawyer performing the same task, for 2.1 hours. This cycle repeats itself, with PC doing CA litigation privilege research of 2.1 hours on 11/18 with no indication as to why this same research per timesheet, done on 11/17, was inadequate. But the basic CA litigation privilege research was not yet done: OHT on 11/21 (1.0), PC on 11/21 (2.0). This pathology obtained as well in the drafting of the anti-SLAPP motion: OHT begins outlining the motion (5.0) on 11/22, continuing on 11/29 (5.0), and continued on 12/4 (2.5) and 12/5 (3.5)

and 12/6 (6.0) and 12/9 (2.9) and 12/10 (5.0 block billing). At this point OHT was assigned to draft a letter requesting a Local Rule 7-3 conference: 12/12 (3.0), 12/13 (1.6), with PC's input on 12/18(2.4) and HFA on 12/19 (1.3), i.e three (3) lawyers on task. As of 12/13 Mr. Tuffaha alone has some 40 hours, pre-drafting of anti-SLAPP motion, in research, analysis, and outlining of the anticipated motion. The two partners on the anti-SLAPP initiative have an additional 15 or so hours. *Drafting of the motion has yet to begin and Careful Shopper counsel was still navigating Local Rule 7-2 daily with no idea of what is to come*.

Drafting of the motion itself, following about 55 hours of workup, followed the same three-lawyer, excessive hours pattern seen above. TP-Link seeks compensation for about 95 drafting hours (including a few unbundled block billed hours) vis-à-vis the motion to strike (ECF 62). By adding in the above specified 55 hours of pre-drafting, related endeavors, the total comes to some 145 hours, i.e. almost 3 times the reasonable hours for an entire anti-SLAPP litigation, typically

<sup>9</sup> Drafting began on 12/16 OHT (3.5), 12/18 (2.0), 12/19 (6.3 block billed entry), PC (1.9 block billed)-HFA (1.2) conf. on 12/19, 12/20 HFA (.5) and HFA (1.7), 12/20 OHT (4.8), PC (1.7), 12/23 HFA (.8), (3.8), 12/23 OHT (.8), (4.7), 12/23 PC (2.2), (1.6), 12/24 (1.7), (2.1), 12/24 OHT (3.6), 12/25 HFA (3.8), 12/26 OHT (5.0), 12/27 (6.9), 12/28 HFA (.4), 12/29 (2.2) 12/31 PC (1.4),1/2 HFA (.2)(.5)(.2)(.4), 1/2 OHT (6.0), PC (.2)(2.8), 1/3 PC (1.9), 1/16 HFA (.9), 1/16 OHT (5.0), 1/17 (6.4 block billed with other items).

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including all analysis, research, writing and evidence/argument upon hearing.<sup>10</sup> We submit TP-Link seeks to "leverage the statute to obtain an 'unjust' award."

TP-Link's excessive fee request, i.e. several times Judge Klausner's rule of thumb, is a third "special circumstance," *Ketchum supra*, the first two special circumstances being the Motion to Stay Discovery and position/representation on "litigation conduct."

### V. TP-LINK'S ATTACK ON OPPOSING COUNSEL

Desperate to have this court overlook controlling precedent, TP-Link in note 1 of its application seeks to sully undersigned and plaintiff's managing member before the court by reporting on the public record that undersigned and Careful Shopper's principal have an improper, long-standing relationship as "partners."

In truth, the relationship which TP-Link thoughtlessly devalues serves the public interest by enforcing decency in consumer commerce. Mr. Starke has served as a representative plaintiff in several class actions and has "made the world a better place" in almost all of them. Nor is the role of public interest lawyer new to undersigned, who filed the first consumer class action of note in the Northern District of Ohio in 1971, resulting in a revolution in periodic statement disclosure, affecting billions of Mastercard and Visa periodic billing statements, made possible

<sup>&</sup>lt;sup>10</sup> We have approximated the hours for which TP-Link seeks compensation vis-à-vis its Reply Brief, ECF 78, for services performed thereon from February 11, 2020 through February 21, 2020. Approximately 39.6 hours.

by the then-new Truth in Lending Act. Before resuming the consumer class action practice about 10 years ago, counsel studied—and continues to study—existing perceptions of such a practice. Undersigned agrees with Judge Easterbrook:

Murray tells us that she has filed 'only' nine suits; her husband and four children filed the rest. Still, the Murrays are in this big time. What the district judge did not explain, though, is why 'professional' is a dirty word. It implies experience, if not expertise. The district judge did not cite a single decision supporting the proposition that someone whose rights have been violated by 50 different persons may sue only a subset of the offenders.

Murray v. GMAC Mortg. Corp., 434 F.3d 948, 954 (7th Cir. 2006).

SquareTrade, Inc., a subsidiary of Allstate Insurance, was the first desperate defendant to attempt to poison a court with substantially the information now advanced by TP-Link (see ECF 92-2, Page ID 1633), in *Starke v. SquareTrade, Inc.*No. 1:16-cv-07036- NGG (E.D.N.Y), on appeal to the Second Circuit, 913 F.3d 279 (2d Cir. 2019). The Second Circuit ignored the crude and cynical tactic employed there . . . and now here . . . and handed Mr. Starke a landmark decision addressing

<sup>&</sup>lt;sup>11</sup> See ECF 44 at p.25n.4, Case No.17-2474 (2d Cir. filed 10/30/17) In *SquareTrade*, however, the tactic was arguably justified to show that Starke was a sophisticated consumer who could decipher SquareTrade's labyrinthian maze of misleading disclosure. Here there is no excuse.

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the unfairness of inconspicuous disclosures binding consumers to arbitration agreements. The decision has been followed in the Ninth Circuit. See *Wilson v*. *Huuuge, Inc.*, 944 F.3d 1212, 1221 (9th Cir. 2019). Mr. Starke and undersigned's collaboration has contributed important developments in the law as attorney-client... not as partners.

But TP-Link goes farther than merely insulting counsel and attempting to unfairly influence the court's thinking with suggestive statements, to wit: TP-Link alleges that undersigned "has also partnered with Careful Shopper's owner, Adam Starke." In so stating, TP-Link counsel has gone too far. On April 5, 2020 (as well as previously) we advised TP-Link counsel (see Exhibit 5 hereto) against just this type of behavior: "The local rules [L.R. 83-3.1.2] require you and your firm to abide by . . . Model Rules of Professional Conduct . . . may be considered as guidance: " The Model Rules prohibit a lawyer from engaging in undignified or discourteous conduct. Such conduct is sanctionable if it is completely without merit and undertaken primarily to harass or maliciously injure another. Then came footnote 1 to TP-Link's instant memorandum, having absolutely nothing to do with this case, obliquely suggesting improper financial arrangements between undersigned and Mr. Starke, and all for the purpose of sullying undersigned's credibility and inflaming the court. Court's do not permit such conduct:

we decide that Munson could be sanctioned under the district court's inherent

*vice* admission?)

power . . . Under the circumstances here, Munson's conduct 'crossed the line from passionate advocacy . . . into sanctionable conduct evincing bad faith.' 60E. 80th St. Equities, Inc. v. Sapir (In re 60 E. 80th St. [\*1329] Equities, Inc.), 218 F.3d 109, 117 (2d Cir. 2000)

Thomas v. Tenneco Packaging Co., 293 F.3d 1306, 1328-29 (11th Cir. 2002). TP-Link's conduct offends ABA Model Rules 3.1 (assertion of frivolous claims); 4.4 (conduct with no substantial purpose other than to embarrass, delay or burden a third

person); 8.4(d) (conduct prejudicial to administration of justice). This is not only a fourth "special circumstance" warranting denial of attorney fees to applicant-TP-Link but, moreover, it is a slight to the honored profession's integrity . . . all for a fee. (Where was TP-Link's concern for propriety when undersigned sought *pro hac* 

CONCLUSION

If, despite what we view as grounds warranting a vacation of ECF 82, decretal paragraphs 1 and 2 (see ECF 88), and despite the four (4) special circumstances we have highlighted above, the court determines in its discretion to award TP-Link attorney fees, we submit that TP-Link should be awarded 40 hours at a blended rate of the sum of the three lawyers' hourly rates divided by 3:

\$475+\$475+\$275/3=\$408.33 per hour @ 40 hours=**\$16,333.20** *Kajeet, Inc. v. Qustodio, LLC*, 2019 U.S. Dist. LEXIS 228068 \*12 (C.D. Cal. 2019).

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# EXHIBITS TO CAREFUL SHOPPER'S BRIEF IN OPPOSITION TO TP-LINK'S NOTICE OF MOTION AND MOTION TO FIX ATTORNEYS FEES AND COSTS IN CONNECTION WITH MOTION TO STRIKE (ECF 92

Exhibit 1: Deposition of William Fikhman in <i>Solu-Med, Inc. v. Young</i> Skin Care Products, Inc., Case No. 19-cv-60487 (S.D. FL)	zblood
(relevant potions)	X-2
Exhibit 2: Verbiage that may have been used when Amazzia submitte complaint to Amazon	
Exhibit 3: Declaration of William Fikhman filed March 30, 2020 in 7 Solutions, Inc. v. TP-Link USA Corporation, et al, Case 2:19-cv-1037, E, ECF 101-23	74-PA-
Exhibit 4: Counsel's real time file log for research session January 22	2, 2020
	X-16
Exhibit 5: Email segment of April 5, 2020, Mark Schlachet to Heathe	

### EXHIBIT 1

**EXHIBIT 1**: Deposition of William Fikhman in *Solu-Med, Inc. v. Youngblood Skin Care Products, Inc.,* Case No. 19-cv-60487 (S.D. FL) (relevant potions)

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	vs.	)	6			
	YOUNGBLOOD SKIN CARE PRODUCTS	)	7			
	LLC,	)	8			
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SESQUIRE DEPOSITION SOLUTIONS

**EXHIBIT 3** 

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, ,	
Page 9	Page 11 1 A from Cal State Northridge. Cal State
2 And, lastly, any time you need a break,	2 Northridge.
3 feel free to let your counsel know, and we can take	3 Q. Okay.
4 a break.	4 And how long have you been working at
5 Okay?	5 Amazzia?
6 A. Okay.	6 A. The corporation is 15 years old. So the
7 Q. Okay. Great.	7 entire 15 years.
8 Can you give me your current address?	8 Q. Okay.
9 A. Business or	9 A. It has not always been Amazzia.
10 Q. Business is fine.	10 Q. Okay.
, , , , , , , , , , , , , , , , , , , ,	
12 91335.	
13 Q. Where Where are you employed?	13 first incorporated or began?
14 A. Auction Brothers, Inc. doing business as	14 A. Amazzia became a dba of Auction Brothers
15 Amazzia.	15 maybe two years ago.
16 Q. Okay.	16 Q. Okay.
17 And are you one of the owners of the	17 Prior to that, it was some it was
18 company?	18 Auction Brothers?
19 A. I am.	19 A. It was just Auction Brothers.
20 Q. Okay.	20 Q. What What was the nature of the business
21 How many owners are there at the company?	21 for Auction Brothers?
22 A. Three.	22 A. It was Amazon reselling.
23 Q. And who are the owners?	23 Q. Amazon.
24 A. Mike Fikhman, George Fikhman and	24 And And why
25 William Fikhman.	25 About two years ago, you said, 2017?
Dave 10	Dave 10
Page 10  (Whereupon Exhibit 1 was marked	Page 12 1 Is that correct?
2 for identification)	2 A. (No audible response).
3 BY MR. VINE:	Q. You have to respond verbally.
4 Q. Okay. We've marked as Exhibit 1 it's a	4 A. Yes.
5 Notice of Deposition with an Exhibit A with areas	5 Q. Okay.
6 that we seek to depose you on.	6 About two years ago?
	7 A. Yes.
8 you've seen this before?	8 Q. Okay.
9 A. Yes.	9 And why did it change its name to "Amazzia"
10 Q. Okay. If you could stay on the third page.	10 or use a dba?
The third page is an exhibit that lists	11 A. We created We pivoted the business
12 areas of a potential inquiry.	12 model towards more of the Amazon brand protection
13 Correct?	13 and management model.
14 A. Yes.	14 Prior to that, it was just purely
15 Q. Okay.	15 reselling products on Amazon without any exclusive
16 Do you Are you the designee from Amazzia	16 relationships with brands.
17 to answer questions regarding those listed on in	17 Q. Okay.
18 Exhibit 1?	18 When did you begin
19 A. Yes.	19 Strike that.
20 Q. Okay.	20 Would you agree with me that you handled
Can you just give me a brief description of	21 brand protection prior to converting into the name
22 your educational background?	22 of "Amazzia"?
23 A. I have a bachelors in accounting and	23 A. Yes.
24 business honors	24 Q. Okay.
25 Q. Okay.	25 When did Auction Brothers or the
20 Q. Okay.	20 WHEN AIG AUGUST DIVINETS OF THE



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Page 53	Page 55
1 allowed by another policy, because you can't sell	1 That's it.
2 cosmetic products as used.	2 Q. Okay.
3 BY MR. VINE:	3 So if you look back at Exhibit 6, which is
4 Q. So all	4 the Amazon guidelines regarding product
5 And that's a great segue.	5 authenticity and quality
6 All these policies that Amazon has, they	6 Why don't you read out loud for the ladies
7 all kind of work hand-in-hand together.	7 and gentlemen of the jury the first sentence,
8 Correct?	8 what's important for Amazon.
9 A. Yes.	9 A. "Customers trust that they can always buy
10 Q. And when you provide your brand protection	10 with confidence on Amazon. As a seller it's
11 services, do you rely on these guidelines when you	11 important to understand Amazon's guidelines on
12 provide advice to your clients?	12 product quality and authenticity".
13 A. Absolutely.	13 Q. Okav.
14 Everything we do is based on these	14 So it's important based
15 guidelines that Amazon sets forward.	15 Would you agree with me that it was
16 Q. And you take your job very seriously.	16 important for sellers such as Solu-Med to comply
17 Correct?	17 with the Amazon product authenticity and quality
18 A. Yes.	18 guidelines?
19 Q. And you provide the protection to your	19 A. Yes.
20 clients in a diligent way.	20 Q. Okay.
21 Correct?	21 And, in fact, Amazon requires that.
22 MR. GOODMAN: Objection.	22 Correct?
23 THE WITNESS: Correct.	23 A. Yes.
24 BY MR. VINE:	24 Q. Does this guideline indicate whether Amazor
25 Q. Okay.	25 enforces sellers who violate their policies?
,	25 officious scriers with violate their policies.
Page 54  I mean, you don't just report people for	Page 56
<ul><li>I mean, you don't just report people for</li><li>the fun of reporting people to</li></ul>	2 In the "Enforcement" section at the
3 A. Absolutely not.	3 bottom, it does say that if you violate these
4 All of our reporting processes are	4 policies, Amazon may: Cancel your listings; limit,
5 actually very methodical and organized and	
6 strategic.	
7 Q. Okay.	7 ability to sell on Amazon, which is what happened
8 So can you talk about how they're	8 in Solu-Med's case here.
9 methodical and strategic for for the ladies and	9 Q. Okay.
10 gentlemen of the jury?	So if a company such as Solu-Med violated
11 A. Sure.	11 Amazon's policies, Amazon reserved the right to do
12 So We We have a directive from the	12 any of those three things?
13 brand of, in this case, removing any sellers that	13 A. Correct.
14 are not authorized.	14 Q. Okay.
We have a team that works daily, 24/7/365.	15 And, in fact, it also indicates on the next
16 Half of our team is here in L.A., and half	16 page, two other additional items.
17 of out team is overseas in the Philippines. So we	17 Is that correct?
18 literally have 24 coverage 24/7 monitoring and	18 A. Yes.
19 coverage of the listings.	19 It can remove or dispose of your FBA
20 And so we are looking at pages at all	20 inventory, or withhold your payments.
21 times of the day and taking snapshots and seeing if	21 Q. What's FBA inventory?
22 somebody is selling and breaking these rules. Then	22 A. "FBA" stands for fulfilled by Amazon, and
23 we're moving forward to proving that to Amazon, and	23 it means that a seller such as Solu-Med would ship
24 removing them from the marketplace.	24 their inventory into Amazon's fulfillment centers,
25 And if they	25 and Amazon holds the inventory in their custody and
•	

SESQUIRE DESCRIPTION SOLUTIONS

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SOLO MED, MO., VO TOOTYOBLOOD OTTO	4 07 (17L
1 You're all set?	Page 8
2 A. Yes. I just didn't want confusion around	2 Q. Okay.
3 is Solu-Med a seller.	3 A on a on the platform.
We had it as Life and Health Source, and	4 Q. So it says: "We have researched
5 that's	5 Youngblood's listings and found the following ASIN
6 Q. Is Life and Health Source a seller?	6 are in violation of our trademark"
7 A. Yes.	7 Do you see that?
8 Q. And, obviously, the owner of Life and	8 A. Yes.
9 Health Source, that would go the Seller Policy	9 Q. Okay.
10 and Code of Conduct would apply.	10 And that's Youngblood's trademark?
11 Correct?	11 A. I don't know for sure, but I'm assuming.
12 A. Yes.	12 Q. Okav.
13 Q. Okay.	
•	•
	14 Amazzia. 15 Correct?
15 with the Code of Conduct issued by Amazon?	
16 A. Absolutely.	16 A. I don't know for sure.
17 Q. And one of the items that Amazon has in the	17 I'm I'm not deny disputing that, but
18 first bullet point talks about providing accurate	18 I I would need a if we want to know if that
19 information to its customers?	19 trademarks
20 A. Yes.	20 Q. I'm not asking that.
21 Q. Would selling a product as new without a	21 A. Okay.
22 warranty and a guarantee be inaccurate	22 Q. I changed
23 information	23 Youngblood hired Amazzia for brand
24 A. No.	24 protection.
25 Q to its customers?	25 Correct?
Page 86  1 A. That would be a That would be	Page 8
	2 Q. Amazzia is the one who filed the complaint
	3 about Solu-Med or Life and Health Source to Amazon
	4 Correct?
( )	5 A. Yes.
,	
6 BY MR. VINE:	6 Q. Okay.
7 Q. Marked as Exhibit 9 is a complaint that was	7 And so if this is the complaint that Amazon
8 submitted to Amazon on behalf of Youngblood.	8 relied on, this would be the document that was
9 After you've had an opportunity to review	9 drafted by Amazzia.
10 this, let me know when you're done.	10 Correct?
11 A. I'm done.	11 A. Yes.
12 Q. Okay.	12 Q. Okay.
13 This is a complaint	And if you look, it talks about
14 What is this?	14 authenticity.
15 Sorry.	Do you see that?
16 A. This looks like verbiage that may have	16 A. Yes.
17 been used when we submit a complaint to Amazon.	17 Q. And the request was to remove the sellers
18 Q. All right.	18 from selling just this product.
19 I understand when you submit it, it's on a	19 Correct?
20 website platform?	20 A. Correct.
21 A. Correct.	21 Q. Okay.
22 Q. Okay.	You weren't asking that the seller's store
	OO ha about days
23 And you input information within specific	23 be shut down.
23 And you input information within specific 24 categories?	24 Correct?



### Case 0:19-cv-60487-RKA Document 107-1 Entered on FLSD Docket 03/06/2020 Page 70 of PMK WILLIAM FIKHMAN 30(b)(6), Confidential

SOLU-MED, INC., vs YOUNGBLOC		- 17
1 DEPOSITION ERRATA SHEET	Page 169	
2		
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[WILLIAM FIKHMAN] [JOB NO. J4663289	21	
STATE OF CALIFORNIA )	Page 170	
) ss.		
COUNTY OF LOS ANGELES )		
I, SUSAN POBOR, Certified Shorthand Rep	porter	
No. 5132 for the State of California, do he	ereby	
certify:		
That prior to being examined, the witne	ess named	
in the foregoing deposition, was duly sworn		
testify the truth, the whole truth, and not	thing but	
the truth;		
That said deposition was taken down by		
shorthand at the time and place therein name		
thereafter reduced by me to typewritten for		
that the same is a true, correct, and comp	ete	
transcript of said proceedings.		
Before completion of the deposition, re		
the transcript [ ] was [ ] was not requeste		
requested, any changes made by the deponent		
provided to the reporter) during the period	1 allowed	
are appended hereto.	ated in	
I further certify that I am not interest the outcome of the action.	red III	
Witness my hand this 15th day of December	nor -	
2019.	rer,	
Susan Ysbi		
Susan Pobor, CSR No. 513		

**ESQUIRE** 

800.211.DEPO (3376) EsquireSolutions.com

December 10, 2019

### EXHIBIT 2

**EXHIBIT 2**: Verbiage that may have been used when Amazzia submitted a complaint to Amazon



### Name and Contact Info of entity that submitted take down notice:

Complaint ID 5518323151 submitted by RO contact: <u>brandprotection@ybskin.com</u>; Brand Name Youngblood.

"Hello,

We have researched Youngblood's listings and found the following ASINs are in violation of our trademark, 3812755.

- Counterfeit products are being sold on the following listings
- Please immediate action and remove these sellers currently listing counterfeit product.

According to Amazon's robust and aggressive anti-counterfeit policy, sellers must list items that match the detail pages exactly. The indicated sellers are not selling the authentic products as shown in the ASIN(s) referenced.

We know that Amazon takes product authenticity very seriously and Amazon requires sellers to list items that exactly match the detail pages. Therefore, we respectfully request that Amazon immediately and proactively remove these sellers from the mentioned ASIN(s) and prohibit these sellers from listing against these ASIN(s) in the future.

Thank You,

Youngblood

WENDY J. WRIGHT CSR
DATE J. J. J. WITNESS J. J. J. PAGE OF

CONFIDENTIAL AMZN\_00003

### EXHIBIT 3

**EXHIBIT 3**: Declaration of William Fikhman filed March 30, 2020 in *Thimes Solutions, Inc. v. TP-Link USA Corporation, et al*, Case 2:19-cv-10374-PA-E, ECF 101-23

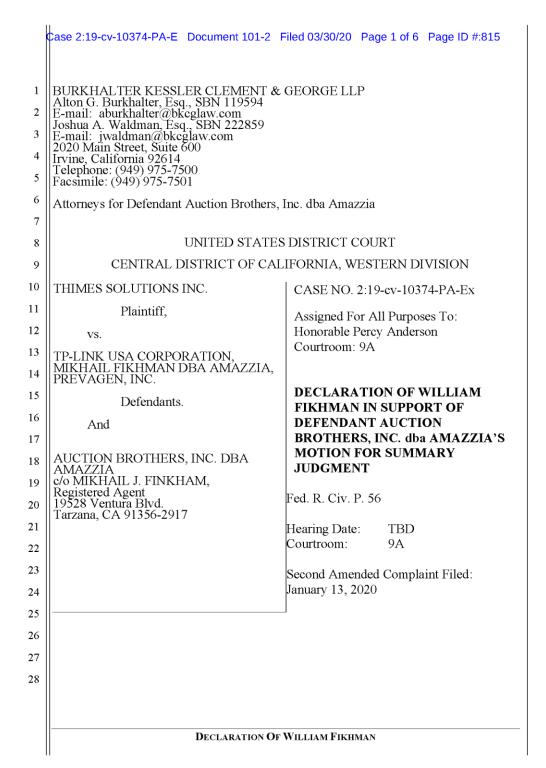


Exhibit 3 to Brief in Opposition to Plaintiff's Motion to Fix Attorney Fees, p. 1

¢ase 2:19-cv-10374-PA-E Document 101-2 Filed 03/30/20 Page 2 of 6 Page ID #:816

### **DECLARATION OF WILLIAM FIKHMAN**

I, William Fikhman, declare as follows:

- I am the Chief Strategy Officer for Defendant Auction Brothers, Inc. dba Amazzia. I have personal knowledge of the facts set forth in this Declaration, and if called as a witness, I could and would testify competently thereto.
- 2. I have been employed by Auction Brothers, Inc. for approximately the past fifteen years, and I have worked in my current role as Chief Strategy Officer for approximately the past year. My duties and responsibilities as Chief Strategy Officer generally include oversight of sales, management and Amazon strategy. Prior to working in the role of Chief Strategy Officer, I worked as Vice President for approximately 14 years. My duties and responsibilities as Vice President were generally the same as my duties and responsibilities as Chief Strategy Officer.
- 3. Auction Brothers, Inc. dba Amazzia ("Amazzia") has been in the business of providing brand protection services for approximately four years. Amazzia's brand protection process generally consists of searching for its clients' products for sale on Amazon.com ("Amazon") in order to identify sellers who are not specifically authorized under a distribution agreement to purchase products directly from Amazzia's client(s) and thereafter sell such products (hereafter an "Unauthorized Reseller"). Once Amazzia identifies an Unauthorized Reseller that Amazzia knows is selling products to consumers that lack the same bundle of rights that a consumer would receive from an authorized seller, Amazzia generally notifies Amazon of the counterfeit products in the manner set forth below.
- 4. One of Amazzia's clients was TP-Link USA Corporation ("TP-Link"). Amazzia has only provided brand protection services for TP-Link, and at no time has Amazzia (including any other dba or "alter ego" of Auction Brothers, Inc.) ever distributed TP-Link's products, nor does Amazzia have any intent to do so, nor

2
DECLARATION OF WILLIAM FIKHMAN

Exhibit 3 to Brief in Opposition to Plaintiff's Motion to Fix Attorney Fees, p. 2

### case 2:19-cv-10374-PA-E Document 101-2 Filed 03/30/20 Page 3 of 6 Page ID #:817

does Amazzia (including any other dba or "alter ego") currently have any plans to distribute any networking products. As part of its brand protection services, Amazzia discovered that a company identified on Amazon's website only as "Universal Goods and Sales" was selling TP-Link's 360 TP-Link AC5400 Routers (the "Routers") through Amazon. Universal Goods and Sales represented that the Routers it offered for sale on Amazon were "New" products, despite the fact that Amazzia understood that Universal Goods and Sales was not an authorized reseller of TP-Link's Router, and as such, Amazzia understood that Universal Goods and Sales could not provide to purchasers of the Routers the same bundle of rights (such as warranty and service) that an authorized reseller could. In its Amazon posting, Universal Goods and Sales did not indicate that it was not an authorized distributor of TP-Link products.

- 5. Until Thimes Solutions, Inc. initiated this litigation, Amazzia only knew of this seller on Amazon as "Universal Goods and Sales" because that was the name that this seller used to identify itself on Amazon. Amazzia was unaware of the true corporate name and location of Universal Goods and Sales until Amazzia came to learn through this litigation that Universal Goods and Sales is apparently a dba of Thimes Solutions, Inc.
- 6. For several years, Amazon has maintained a "Report Infringement" online form that enables Amazon sellers or their agents to report complaints to Amazon regarding sellers who are violating intellectual property rights. The form allows the complaining party to first identify whether the complaint relates to copyright concerns, patent concerns or trademark concerns. If a complaining party identifies trademark concerns, then the form provides the complaining party with three options to choose from, which are: (1) "a product detail page is unlawfully using my trademark (e.g., in product title, product images, product description), (2) a product or packaging has my trademark in it, or (3) a product is counterfeit (the product or packaging has an unlawful reproduction of a registered trademark." A complaining

DECLARATION OF WILLIAM FIKHMAN

Exhibit 3 to Brief in Opposition to Plaintiff's Motion to Fix Attorney Fees, p. 3

### ¢ase 2:19-cv-10374-PA-E Document 101-2 Filed 03/30/20 Page 4 of 6 Page ID #:818

party must choose from one of the three options, as Amazon does not provide any alternative options. In addition to identifying one of the three available options, the form further allows the complaining party limited space to enter additional information regarding the more specific basis for the complaint. Amazon generally sends Amazzia an email through Amazon's internal e-mail communication system with sellers, confirming that a complaint had been received, but Amazon does not send a copy of the submission itself and Amazzia does not otherwise maintain any record of specific complaints made on Amazon's online system.

- 7. Based on the limited information available to Amazzia from Amazon's online complaint system, and consistent with Amazzia's regular practice, Amazzia does not have, nor has it ever had, copies of the specific complaints it made to Amazon regarding Universal Goods and Sales. Moreover, as described above, Amazon did not provide Amazzia copies of the complaints.
- 8. Although Amazzia does not have a copy of the complaint made to Amazon regarding Universal Goods and Sales, based on its general business pattern and practice in connection with brand protection services for reporting counterfeit sales to Amazon, Amazzia would have used the Amazon Report Infringement Form to inform Amazon that Universal Goods and Sales was selling "counterfeit" Routers by choosing the option (3) referenced above (i.e., "a product is counterfeit (the product or packaging has an unlawful reproduction of a registered trademark.") and Amazzia would also have provided additional comments to Amazon to the effect that: "The seller indicated herein is selling products that do not include the same bundle of rights that authentic products include. Desired Action: Immediate removal of the seller's offer of this counterfeit product."
- 9. Amazzia selects the "counterfeit" option on Amazon's Report Infringement Form as its standard business practice because Amazzia understands that Amazon's "Condition Guidelines" specify that a product described as "New" must,

DECLARATION OF WILLIAM FIKHMAN

Exhibit 3 to Brief in Opposition to Plaintiff's Motion to Fix Attorney Fees, p. 4

¢ase 2:19-cv-10374-PA-E Document 101-2 Filed 03/30/20 Page 5 of 6 Page ID #:819

among other things, provide that the "Original manufacturer's warranty, if any, still 2 applies, with warranty details included in the listing comments." Because Amazzia understands that the products that an Unauthorized Reseller like Universal Goods and 3 Sales sells lacks the original manufacturer's warranty, Amazzia deems those products 4 as counterfeit per Amazon's policies. Attached hereto as Exhibit "A" is a true and 5 correct copy of Amazon's Condition Guidelines that I understand were in effect during 6 7 the relevant time. 8 10. Amazzia has no reason to believe that its communications with Amazon regarding Universal Goods and Sales' sale of the unauthorized Routers were inconsistent with its above described standard business pattern and practice. 10 11 Once Amazzia submits a complaint to Amazon through its Report 12 Infringement online form that a seller of goods on Amazon is an Unauthorized Reseller as described above, Amazzia has no further role in Amazon's determination regarding 13 how it will respond to the complaint (if it responds at all) and whether Amazon 14 15 ultimately elects to remove the Unauthorized Reseller's product from Amazon's site. Consistent with the above, Amazzia had no further role in any decisions Amazon may 16 have made regarding Universal Goods and Sales' ability to sell Routers on Amazon 17 18 after Amazzia notified Amazon that Universal Goods and Sales sold counterfeits goods as described above. 19 20 I declare, under penalty of perjury of the laws of the United States and the 21 State of California, that the foregoing is true and correct. Executed on March 27, 22 2020 at Reseda, California. 23 24 25 26 27 28 **DECLARATION OF WILLIAM FIKHMAN** 

Exhibit 3 to Brief in Opposition to Plaintiff's Motion to Fix Attorney Fees, p. 5

## EXHIBIT 4

**EXHIBIT 4**: Counsel's real time file log for research session January 22, 2020

▼ 🛅 Stay of Discovery	Jan 22, 2020 at 10:12 AM
■ BAC Home Loan Servicing_ LP v. Advanced Funding Strateg	Jan 22, 2020 at 9:54 AM
a Mireskandari v. Daily Mail_ 2013 U.S. Dist. LEXIS 199145	Jan 22, 2020 at 10:12 AM
Skellerup Indus. v. City of Los Angeles_ 163 F.R.D. 598	Jan 22, 2020 at 9:58 AM
Vista Del Sol Health Care Servs. v. NLRB_ 2014 U.S. Dis	Jan 22, 2020 at 10:07 AM

### **EXHIBIT 5**

**EXHIBIT 5**: Email segment of April 5, 2020, Mark Schlachet to Heather F. Auyang, Esq., addressing ethical concerns

Finally, today's publication to numerous counsel of purported ethical lapses on my part is not the first instance of your insulting remarks. The local rules require you and your firm to abide by "the State Bar Act, the Rules of Professional Conduct of the State Bar of California, and the decisions of any court applicable thereto. These statutes, rules and decisions are hereby adopted as the standards of professional conduct, and any breach or violation thereof may be the basis for the imposition of discipline. The Model Rules of Professional Conduct of the American Bar Association may be considered as guidance."

The Model Rules prohibit a lawyer from engaging in undignified or discourteous conduct. Such conduct is sanctionable if it is completely without merit and undertaken primarily to harass or maliciously injure another. I believe the Model Rules provide that a lawyer's conduct is frivolous if the conduct serves merely to harass or maliciously injure another. You directly and Prashanth less directly have on numerous occasions accosted and bullied me and others. In your case both instances followed immediately upon your being confronted with questionable conduct: (1) before Magistrate-Judge Levy for arguing issues you had taken off the table in a discovery hearing, and (2) now, telling Judge Staton that "[a]t-issue pre-suit communications with Amazon were unquestionably in furtherance of TP-Link's litigation conduct." As you know, Under Rule 3.1(a)(2) of the California Rules of Professional Conduct a lawyer is prohibited from "present[ing] a claim or defense in litigation that is not warranted under existing law." The pivotal issue of a communication's protected status vis-a-vis a good faith contemplation of litigation had no support in TP-Link/Amazzia's brief aside from TP-Link/Amazzia's representation that the "at-issue pre-suit communications with Amazon were unquestionably in furtherance of TP-Link's litigation conduct." With the knowledge we now have of Amazzia's "methodical" language, it is more probably than not that the the at-issue communications did not meet the requirements of Neville and Sparrow, supra, which TP-Link/Amazzia cited as applicable authority. ECF 62 at p.9. It appears that the anti-SLAPP defense, and particularly the quoted representation, was not warranted by existing law.

I asked TP-Link for nothing, zip, zota in exchange for a dismissal of the antitrust counterclaim. Hence, I can't imagine what prompted you to suggest that I am devising some sort of bargain or conditions for the dismissal.

bargain or conditions for the dismissal.		
My advise to you and Prashanth is moderate.		

Best,

Mark